

Keynote Presentation | **[Phygital Experience]**  
Enhancing Customer Phygital Experience: Rewarding Loyalty



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# Enhancing Customer Phygital Experience: Rewarding Loyalty

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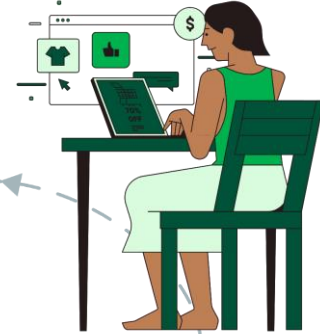
The MarTech Summit, October 2024



# Consumer behaviours today are not Linear...

# 73%

Of consumers engage with multiple sources to gather product information



# 58%

Of consumers are doing more research before each purchase



# Capture consumers with an 'Omni-Channel Strategy'



## Omni-Marketing Success Formula:

1

**WOW**

A rich interactive Experience

2

**RIGHT**

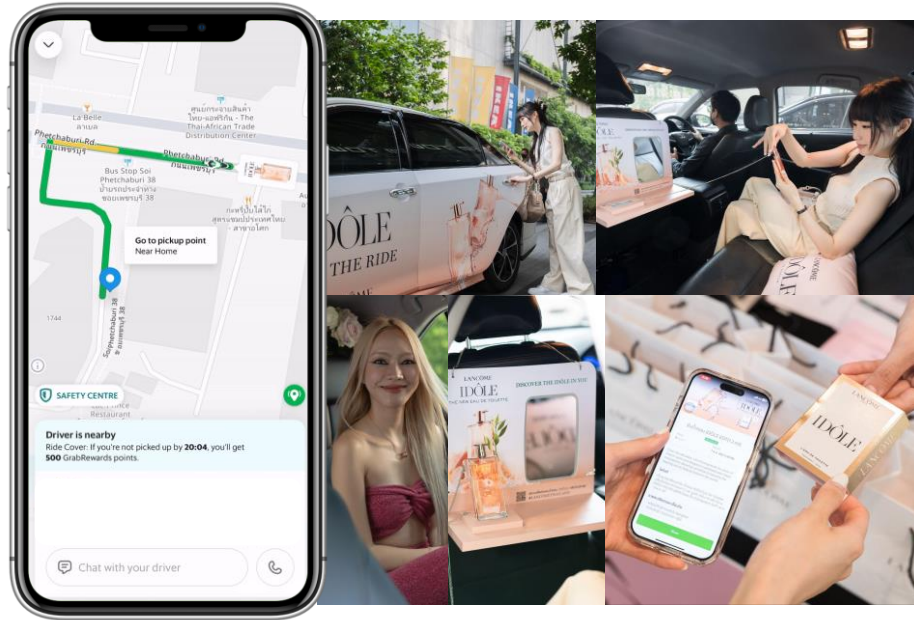
Data-driven Customization

3

**NOW**

Instant gratification

## Engaging with consumers through multiple online & offline channels



**LANCÔME** x Grab campaign

# WOW

Brands with omni-channel engagement experience

# +30%

customer retention vs. single-channel engagement

# Using customer data to provide rewards based on spending trends



**ZALORA**  
• 15% off + 5% cashback with min. spend of S\$180, capped at S\$50  
Promo code: UO80AL24



**Amazon**  
S\$10 Gift Card e-Voucher  
With UNIS1,000

# RIGHT

## Brands offering rewards that they want experienced

# +25%

## customer retention

Providing rewards immediately  
after completing required action

OUR BIGGEST ONE-DAY SALE  
innisfree  
25 OCT - 10 NOV  
EXCLUSIVE PRE-SALE SETS  
UP TO 50%  
Limited Quantities  
1+1  
innisfree Black Tea Youth Enhancing Ampoule  
innisfree Green Tea Seed Serum  
innisfree Super Natural Pure Clay Mask 2X  
Take-up Cream  
DEPOSIT NOW

The banner features a green background with gold and white holiday-themed decorations like snowflakes and stars. It displays four Innisfree skincare products on a white circular platform. A prominent yellow and red banner at the top left announces 'UP TO 50%' with 'Limited Quantities' below it. A '1+1' offer is shown in a yellow speech bubble. A green and white badge on the right says 'Grab \$10 VOUCHER FIRST 100 ORDERS ONLY'. At the bottom, a yellow button with a black border says 'DEPOSIT NOW'.

NOW

They expect instant gratification

60%

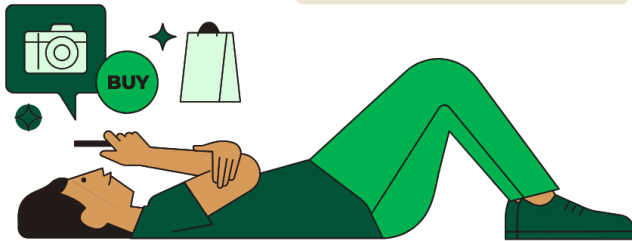
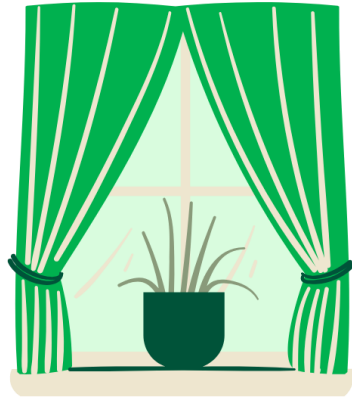
Of consumers engage with brand providing immediate rewards

# PANDEMIC BEHAVIOUR

100% Online

## +900%

Rise in internet users during the pandemic period.



# POST-PANDEMIC BEHAVIOUR

Revenge Spending:  
Online + Offline

## +40%

 Increase in retail revenue

## +20%

 Increase in e-commerce revenue





## Ecosystem with services that meet new consumer behaviour





# Grab Gifts

Connecting brands to customers  
through appealing rewards

- **Instant** Distribution
- **Variety** of services & merchants in ONE voucher
- **Offers O2O** experiences



## UOB Credit Card x Grab campaign



### Driving *Customer Satisfaction* and *Loyalty* through appealing rewards



#### Campaign Mechanics:

Receive THB 300 GrabFood voucher with min. spend THB 200 on UOB Grab credit card

**GrabFood Pay Week Sale**  
เปย์สัปดาห์ รับสิ้นเดือน

ทุกคู่ใช้  
สั่งครบ 200 บาท  
ใส่โค้ด **PAY300**  
รับฟรี **300 บาท\***

#UOB  
สมาชิกบัตรเครดิตยูโอบ์ แกร็บ  
สั่งครบ 200 บาท  
ใส่โค้ด **PAY300**  
รับฟรี **400 บาท\***

GrabFood UOB

**GrabFood MEGA SALE**  
เทศกาลนี้

ทุกคู่ใช้  
สั่งครบ 200 บาท  
ใส่โค้ด **PAY300**  
รับฟรี **300 บาท\***

สิทธิ์เพิ่มเติมสำหรับบัตรเครดิตยูโอบ์ แกร็บ  
สั่งครบ 200 บาท  
ใส่โค้ด **PAY300**  
รับฟรี **400 บาท\***

GrabFood UOB

# +20%

## Increase in transactions

# +15%

## Increase in repeat transactions

# Top 5 most popular dishes on

# GrabFood

1



2



3



4



5



Capture your favorite dishes  
and show us at our Booth



Receive a **FREE**

GrabGifts

voucher on us!





# GrabGifts

Interested to learn more?  
Speak to our team!

